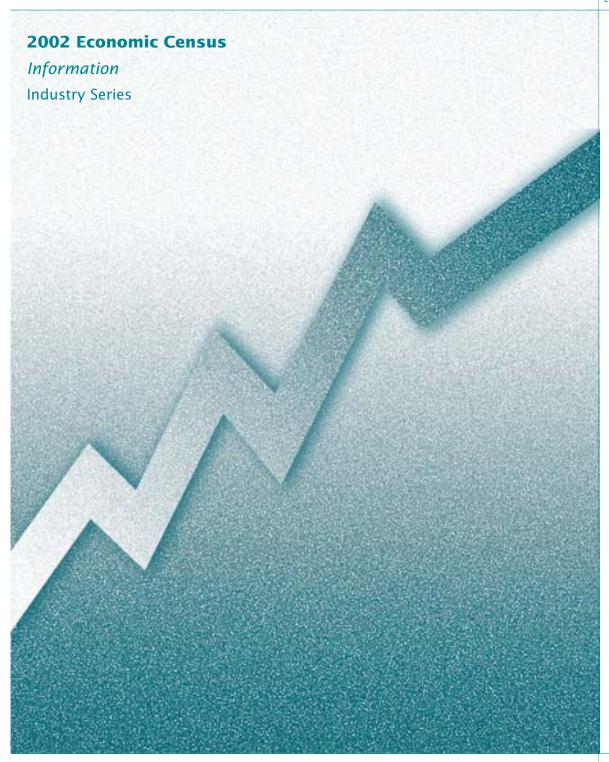
Internet Publishing and Broadcasting: 2002

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Helping You Make Informed Decisions

U.S. Department of Commerce Economics and Statistics Administration U.S. CENSUS BUREAU



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-- Not applicable for this report.

Table 1. Summary Statistics for the United States: 2002

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

						Paid	Percent of	receipts— Estimated ² 23.0
2002 NAICS code	Kind of business	Estab- lishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	employees for pay period including March 12 (number)	From administrative records ¹	Estimated ²
516	Internet publishing and broadcasting	2 060	6 426 755	2 300 557	624 332	39 479	7.2	23.0
5161 51611 516110	Internet publishing and broadcasting. Internet publishing and broadcasting. Internet publishing and broadcasting.	2 060 2 060 2 060	6 426 755 6 426 755 6 426 755	2 300 557 2 300 557 2 300 557	624 332 624 332 624 332	39 479 39 479 39 479	7.2 7.2 7.2	23.0 23.0 23.0

Note: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.

¹Includes receipts information obtained from administrative records of other federal agencies.
²Includes receipts information that was imputed based on historic data, administrative data, industry averages, or other statistical methods.

Table 2.	Comparative Statistics for the United States (1997 NAICS Basis): 2002 and 1997
[Not appli	cable to this report]

Table 3. Product Lines by Kind of Business for the United States: 2002

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

				s with the product line	Prod	uct line receipts		
2002 NAICS	2002 Product	Kind of business and product line				As percent of of-		
code	line code	Kind of business and product line	Number	Total receipts (\$1,000)	Amount ¹ (\$1,000)	Estab- lishments with the product line	All estab- lishments ¹	Response coverage ² (percent)
516		Internet publishing and broadcasting	2 060	х	6 426 755	х	100.0	41.3
	31020 31030	Newspapers - Internet - Subscriptions and sales: General newspapers .	8	43 592	1 922	4.4	z	Х
	31080	Newspapers - Internet - Subscriptions and sales: Specialized newspapers - Newspapers - Internet - Sale of advertising space: General	8	20 091	53	.3	Z	Х
	31120	newspapers Printing services for others	35 8	252 835 7 533	194 675 90	77.0 1.2	3.0 Z	X X
	31160 31170	Archival services	8 445	36 528 1 473 392	1 313 586 083	3.6 39.8	Z Z 9.1	X X X X X X X
	31180 31200	Mailing lists, rental or sale	28 12	101 999 2 221	8 525 1 987	8.4 89.5	.1 Z	X
	31290 31300	Books - Internet: General reference books Books - Internet: Professional, technical, and scholarly books	14	69 215 47 202	53 987 47 202	78.0 100.0	.8 .7	X Y
	31420	Other cards, including postcards and sports cards, except greeting cards - Internet	8	879	879	100.0	., Z	X
	31540	Periodicals - Internet - Subscriptions and sales: General interest periodicals	134	449 597	393 317	87.5	6.1	X
	31550	Periodicals - Internet - Subscriptions and sales: Business (including farming), professional, and academic periodicals	73	121 823	117 603	96.5	1.8	×
	31560 31630	Periodicals - Internet - Subscriptions and sales: Other periodicals	12	11 282	11 116	98.5	.2	â
	31640	periodicals - Internet - Sale of advertising space: General interest periodicals - Internet - Sale of advertising space: Business (including	139	586 936	495 102	84.4	7.7	X
	31860	farming), professional, and academic periodicals Directories - Internet - Subscriptions and sales	45 56	336 188 236 646	324 123 200 343	96.4 84.7	5.0 3.1	X X X
	31870	Directories - Internet - Sale of advertising space	51	240 350	162 978	67.8	2.5	X
	31920	Databases and other collections of information - Internet - Subscriptions and sales	147	1 767 167	1 355 349	76.7	21.1	Х
	31930	Databases and other collections of information - Internet - Sale of advertising space.	30	2 427	1 256	51.8	Z	X
	31970 32670	Sale of Internet advertising space, not specified by type of publication Video and audio streaming services	30 17	60 327 39 083	39 463 19 224	65.4 49.2	.6 .3 Z	X X X
	32700 32720	Internet telecommunication services	8	15 488	494	3.2		
	32730	information services, except Internet publishing	636 46	1 449 787 172 924	1 041 293 87 638	71.8 50.7	16.2 1.4	X
	33850 35000	Other Internet publishing, not specified by type of publication Information technology (IT) technical consulting services	82 34	124 920 143 453	119 711 16 569	95.8 11.6	1.9	X
	35050 35200	Custom computer application design and development services Web site hosting services	122 42	194 076 43 407	52 126 2 233	26.9 5.1	.8 Z Z	X X X X X
	35250 35450	Application service provisioning	8	14 030	1 763	12.6	Z	
	35500	management services	8 17	38 754 155 768	7 356 8 743	19.0 5.6	.1 .1	X X X
	35550 37820	Internet access services	25	69 753	10 905	15.6	.2	
	39000	management Merchandise sales.	12 126	12 385 392 427	152 55 702	1.2 14.2	Z .9	X X X
	39500	All other receipts	883	3 526 647	975 139	27.7	15.2	
5161	21020	Internet publishing and broadcasting	2 060	X 43 592	6 426 755 1 922	X 4.4	100.0 Z	41.3 X
	31020 31030	Newspapers - Internet - Subscriptions and sales: General newspapers . Newspapers - Internet - Subscriptions and sales: Specialized						
	31032	newspapers	8 8	20 091 20 091	53 53	.3 .3	Z Z	41.3 X
	31080	Newspapers - Internet - Sale of advertising space: General newspapers	35	252 835	194 675	77.0	3.0	34.2
	31081	Daily	35	252 835	194 675	77.0	3.0	X
	31120 31160	Printing services for others Archival services	8 8	7 533 36 528	90 1 313	1.2 3.6	Z Z Z	X 41.3
	31162	Archival material	8	36 528	1 313	3.6		Х
	31170 31180	Sale or licensing of rights to content Mailing lists, rental or sale	445 28	1 473 392 101 999	586 083 8 525	39.8 8.4	9.1	X X X
	31200 31290	Publishing services for others	12 14	2 221 69 215	1 987 53 987	89.5 78.0	Z .8	X 41.3 X
	31291	Maps	14	69 215	53 987	78.0	.8	
	31300 31420	Books - Internet: Professional, technical, and scholarly books Other cards, including postcards and sports cards, except greeting	11	47 202	47 202	100.0	.7	Х
	31540	cards - Internet	8	879	879	100.0	Z	Х
	31550	periodicals	134	449 597	393 317	87.5	6.1	Х
	31560	farming), professional, and academic periodicals Periodicals - Internet - Subscriptions and sales: Other periodicals	73 12	121 823 11 282	117 603 11 116	96.5 98.5	1.8	X
	31630	Periodicals - Internet - Sale of advertising space: General interest periodicals	139	586 936	495 102	84.4	7.7	32.1
	31631 31632	Arts, culture, leisure, and entertainment periodicals	49 7	33 954 587	29 602 218	87.2 37.1	.5 Z	X
	31633 31634	Political, social, and business news periodicals	56 28	133 575 S	26 750 438 532	20.0 S	.4 6.8	X X X
	31640	Periodicals - Internet - Sale of advertising space: Business (including						
	31860	farming), professional, and academic periodicals Directories - Internet - Subscriptions and sales	45 56	336 188 236 646	324 123 200 343	96.4 84.7	5.0 3.1	X X X
	31870 31920	Directories - Internet - Sale of advertising space	51	240 350	162 978	67.8	2.5	
	31930	and sales	147	1 767 167	1 355 349	76.7	21.1	Х
		advertising space	30	2 427	1 256	51.8	z	X

See footnotes at end of table.

Table 3. Product Lines by Kind of Business for the United States: 2002—Con.

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

				ts with the product line	Prod	uct line receipts		
2002 NAICS	2002	Wind of business and an electrical				As percent of of-		
code	Product line code	Kind of business and product line				Estab- lishments with the	All	Response
			Number	Total receipts (\$1,000)	Amount ¹ (\$1,000)	product line	estab- lishments ¹	coverage (percent
161		Internet publishing and broadcasting—Con.						
	31970 32670 32700 32720	Sale of Internet advertising space, not specified by type of publication . Video and audio streaming services . Internet telecommunication services . Sale of on-line advertising space: ISP's, web search portals, and other	30 17 8	60 327 39 083 15 488	39 463 19 224 494	65.4 49.2 3.2	.6 .3 Z	
	32730 33850 33854	information services, except Internet publishing Information search services on a contract or fee basis. Other Internet publishing, not specified by type of publication. Other Internet publishing, excluding cards, calendars, patterns,	636 46 82	1 449 787 172 924 124 920	1 041 293 87 638 119 711	71.8 50.7 95.8	16.2 1.4 1.9	41
	33855	yearbooks, and posters	63 10	120 801 2 379	117 535 1 803	97.3 75.8	1.8 Z	
	35000 35050	Information technology (IT) technical consulting services Custom computer application design and development services	34 122	143 453 194 076	16 569 52 126	11.6 26.9	.3 .8	38
	35051 35052 35053	Web site design and development services	112 20 10	169 933 8 572 24 329	33 917 95 17 567	20.0 1.1 72.2	.5 Z .3	
	35200 35201 35202	Web site hosting services with integration of related applications Web site hosting services without integration of related applications	42 25 21	43 407 41 253 2 638	2 233 2 145 88	5.1 5.2 3.3	Z Z Z	41
	35250 35251	Application service provisioning	8 8	14 030 14 030	1 763 1 763	12.6 12.6	Z Z	41
	35450	Information technology (IT) infrastructure (computer) and network management services.	8	38 754	7 356	19.0	.1	
	35500 35501	Information technology (IT) technical support services	17 17	155 768 155 768	8 743 8 737	5.6 5.6	.i .1	41
	35550 35552	Internet access services	25 25	69 753 69 753	10 905 10 905	15.6 15.6	.2	41
	37820	Convention, trade shows, and other special event production and/or management	12	12 385	152	1.2	z	
	39000 39032 39043	Merchandise sales. Resale of merchandise, not specified by type Sale of merchandise, excluding computer hardware and software	126 12 97	392 427 10 984 337 224	55 702 1 182 53 184	14.2 10.8 15.8	Z .9 Z .8	3.
	39500	All other receipts	883	3 526 647	975 139	27.7	15.2	37
611	31020	Internet publishing and broadcasting	2 060	X 43 592	6 426 755 1 922	X 4.4	100.0 Z	41
	31030 31032	Newspapers - Internet - Subscriptions and sales: General newspapers . Newspapers - Internet - Subscriptions and sales: Specialized newspapers Other than daily	8 8	20 091 20 091	53 53	.3 .3	Z Z Z	41
	31080	Newspapers - Internet - Sale of advertising space: General newspapers	35	252 835	194 675	77.0	3.0	34
	31081 31120	Daily	35	252 835 7 533	194 675 90	77.0	3.0	
	31160 31162	Archival services Archival material	8 8	36 528 36 528	1 313 1 313	3.6 3.6	Z Z Z	41
	31170 31180	Sale or licensing of rights to content Mailing lists, rental or sale	445 28	1 473 392 101 999	586 083 8 525	39.8 8.4	9.1 .1	
	31200 31290 31291	Publishing services for others Books - Internet: General reference books Maps	12 14 14	2 221 69 215 69 215	1 987 53 987 53 987	89.5 78.0 78.0	Z .8 .8	41
	31300 31420	Books - Internet: Professional, technical, and scholarly books	11	47 202	47 202	100.0	.7	
	31540	cards - Internet	8	879	879	100.0	Z	
	31550	periodicals. Periodicals - Internet - Subscriptions and sales: Business (including farming), professional, and academic periodicals.	134 73	449 597 121 823	393 317 117 603	87.5 96.5	6.1 1.8	
	31560 31630	Periodicals - Internet - Subscriptions and sales: Other periodicals Periodicals - Internet - Sale of advertising space: General interest	12	11 282	11 116	98.5	.2	
	31631 31632	periodicals. Arts, culture, leisure, and entertainment periodicals	139 49 7	586 936 33 954 587	495 102 29 602 218	84.4 87.2 37.1	7.7 .5 Z	32
	31633 31634	Political, social, and business news periodicals Other general interest periodicals	56 28	133 575 S	26 750 438 532	20.0 S	.4 6.8	
	31640	Periodicals - Internet - Sale of advertising space: Business (including farming), professional, and academic periodicals	45	336 188	324 123	96.4	5.0	
	31860 31870 31920	Directories - Internet - Subscriptions and sales	56 51	236 646 240 350	200 343 162 978	84.7 67.8	3.1 2.5	
	31930	and sales	147	1 767 167	1 355 349	76.7	21.1	
	31970 32670 32700	advertising space. Sale of Internet advertising space, not specified by type of publication. Video and audio streaming services. Internet telecommunication services Sale of on-line advertising space: ISP's, web search portals, and other	30 30 17 8	2 427 60 327 39 083 15 488	1 256 39 463 19 224 494	51.8 65.4 49.2 3.2	Z .6 .3 Z	
	32720 32730	Sale of on-line advertising space: ISP's, web search portals, and other information services, except Internet publishing	636 46	1 449 787 172 924	1 041 293 87 638	71.8 50.7	16.2 1.4	
	33850 33854	Other Internet publishing, not specified by type of publication Other Internet publishing, excluding cards, calendars, patterns,	82	124 920	119 711	95.8	1.9	41
	33855	yearbooks, and posters	63 10	120 801 2 379	117 535 1 803	97.3 75.8	1.8 Z	
	35000	Information technology (IT) technical consulting services	34	143 453	16 569	11.6	.3	

See footnotes at end of table.

Table 3. Product Lines by Kind of Business for the United States: 2002—Con.

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

				ts with the product line	Prod	Product line receipts				
2002 NAICS	2002 Product	Kind of business and product line				As percent of of-				
code	line code	Kind of business and product line	Number	Total receipts (\$1,000)	Amount ¹ (\$1,000)	Estab- lishments with the product line	All estab- lishments ¹	Response coverage ² (percent)		
1611		Internet publishing and broadcasting—Con.								
	35050 35051 35052 35053	Custom computer application design and development services	122 112 20 10	194 076 169 933 8 572 24 329	52 126 33 917 95 17 567	26.9 20.0 1.1 72.2	.8 .5 Z .3	38.6 X X X		
	35200 35201 35202	Web site hosting services Web site hosting services with integration of related applications Web site hosting services without integration of related applications	42 25 21	43 407 41 253 2 638	2 233 2 145 88	5.1 5.2 3.3	Z Z Z	41.3 X X		
	35250 35251	Application service provisioning	8 8	14 030 14 030	1 763 1 763	12.6 12.6	Z Z	41.3 X		
	35450 35500 35501	Information technology (IT) infrastructure (computer) and network management services	8 17 17	38 754 155 768 155 768	7 356 8 743 8 737	19.0 5.6 5.6	.1 .1 .1	X 41.3 X		
	35550 35552	Internet access services Broadband	25 25	69 753 69 753	10 905 10 905	15.6 15.6	.2	41.3 X		
	37820 39000 39032 39043	Convention, trade shows, and other special event production and/or management Merchandise sales. Resale of merchandise, not specified by type Sale of merchandise, excluding computer hardware and software	12 126 12 97	12 385 392 427 10 984 337 224	152 55 702 1 182 53 184	1.2 14.2 10.8 15.8	Z .9 Z .8	X 37.7 X X		
16110	39500	All other receipts Internet publishing and broadcasting	883 2 060	3 526 647 X	975 139 6 426 755	27.7 X	15.2	37.6 41.3		
	31020 31030	Newspapers - Internet - Subscriptions and sales: General newspapers . Newspapers - Internet - Subscriptions and sales: Specialized	8	43 592	1 922	4.4	z	X		
	31032	newspapers Other than daily	8 8	20 091 20 091	53 53	.3 .3	Z Z	41.3 X		
	31080 31081	Newspapers - Internet - Sale of advertising space: General newspapers Daily	35 35	252 835 252 835	194 675 194 675	77.0 77.0	3.0 3.0	34.2 X		
	31120 31160 31162	Printing services for others Archival services Archival material	8 8 8	7 533 36 528 36 528	90 1 313 1 313	1.2 3.6 3.6	Z Z Z	X 41.3 X		
	31170 31180 31200 31290 31291	Sale or licensing of rights to content Mailing lists, rental or sale Publishing services for others Books - Internet: General reference books Maps	445 28 12 14 14	1 473 392 101 999 2 221 69 215 69 215	586 083 8 525 1 987 53 987 53 987	39.8 8.4 89.5 78.0 78.0	9.1 .1 Z .8 .8	X X X 41.3 X		
	31300 31420	Books - Internet: Professional, technical, and scholarly books	11	47 202	47 202	100.0	.7	X		
	31540	cards - Internet - Periodicals - Internet - Subscriptions and sales: General interest periodicals	134	879 449 597	879 393 317	100.0 87.5	Z 6.1	X		
	31550 31560 31630	Periodicals - Internet - Subscriptions and sales: Business (including farming), professional, and academic periodicals	73 12	121 823 11 282	117 603 11 116	96.5 98.5	1.8	X		
	31631 31632 31633 31634	periodicals	139 49 7 56 28	586 936 33 954 587 133 575 S	495 102 29 602 218 26 750 438 532	84.4 87.2 37.1 20.0 S	7.7 .5 Z .4 6.8	32.1 X X X X X		
	31640 31860 31870 31920	Periodicals - Internet - Sale of advertising space: Business (including farming), professional, and academic periodicals	45 56 51	336 188 236 646 240 350	324 123 200 343 162 978	96.4 84.7 67.8	5.0 3.1 2.5	X X X		
	31930	and sales	147	1 767 167	1 355 349	76.7	21.1	Х		
	31970 32670 32700	advertising space. Sale of Internet advertising space, not specified by type of publication. Video and audio streaming services. Internet telecommunication services Sale of on-line advertising space: ISP's, web search portals, and other	30 30 17 8	2 427 60 327 39 083 15 488	1 256 39 463 19 224 494	51.8 65.4 49.2 3.2	Z .6 .3 Z	X X X X		
	32720 32730 33850 33854	Sale of or-line advertising space: 15P's, web search portals, and order information services, except Internet publishing. Information search services on a contract or fee basis. Other Internet publishing, not specified by type of publication. Other Internet publishing, excluding cards, calendars, patterns,	636 46 82	1 449 787 172 924 124 920	1 041 293 87 638 119 711	71.8 50.7 95.8	16.2 1.4 1.9	X X 41.2		
	33855	yearbooks, and posters Other Internet publishing, excluding directories	63 10	120 801 2 379	117 535 1 803	97.3 75.8	1.8 Z	X		
	35000 35050 35051 35052 35053	Information technology (IT) technical consulting services	34 122 112 20 10	143 453 194 076 169 933 8 572 24 329	16 569 52 126 33 917 95 17 567	11.6 26.9 20.0 1.1 72.2	.3 .8 .5 Z	X 38.6 X X X		
	35200 35201 35202	Web site hosting services with integration of related applications Web site hosting services without integration of related applications	42 25 21	43 407 41 253 2 638	2 233 2 145 88	5.1 5.2 3.3	Z Z Z	41.3 X X		
	35250 35251	Application service provisioning Application service provisioning with integration services	8	14 030 14 030	1 763 1 763	12.6 12.6	Z	41.3 X		

See footnotes at end of table.

Table 3. Product Lines by Kind of Business for the United States: 2002—Con.

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

			Establishmen	ts with the product line	Prod	uct line receipts	S	
2002 NAICS	2002 Product	Kind of business and product line				As percent of of		
code	line code	Nind of business and product line	Number	Total receipts (\$1,000)	Amount ¹ (\$1,000)	Estab- lishments with the product line	All estab- lishments ¹	Response coverage ² (percent)
516110		Internet publishing and broadcasting—Con.						
	35450 35500 35501	Information technology (IT) infrastructure (computer) and network management services. Information technology (IT) technical support services. Software-related technical support services.	8 17 17	38 754 155 768 155 768	7 356 8 743 8 737	19.0 5.6 5.6	.1 .1 .1	X 41.3 X
	35550 35552	Internet access services Broadband	25 25	69 753 69 753	10 905 10 905	15.6 15.6	.2 .2	41.3 X
	37820 39000 39032 39043	Convention, trade shows, and other special event production and/or management . Merchandise sales	12 126 12 97	12 385 392 427 10 984 337 224	152 55 702 1 182 53 184	1.2 14.2 10.8 15.8	Z .9 Z .8	X 37.7 X X
	39500	All other receipts	883	3 526 647	975 139	27.7	15.2	37.6

¹Product line receipts and/or product line percents may not sum to total due to exclusion of selected lines to avoid disclosing data for individual companies, due to rounding, and/or due to exclusion of lines that did not meet publication criteria.

²Receipts of establishments reporting product lines as percent of total receipts.

Note: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.

Table 4. Concentration by Largest Firms for the United States: 2002

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only firms and establishments of firms with payroll. Excludes data for corporate, subsidiary, and regional managing offices and establishments of these firms that are classified in other categories than those specified in this table. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For method of assignment to categories shown, see Appendix C. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparably to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

2002			Rece	eipts			Paid employees for pay period
NAICS code	Kind of business and largest firms based on receipts	Establishments (number)	Amount (\$1,000)	As percent of total	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	including March 12 (number)
516	Internet publishing and broadcasting						
	All firms 4 largest firms. 8 largest firms 20 largest firms 50 largest firms	2 060 68 88 137 281	6 426 755 1 723 519 2 185 863 3 070 111 4 121 671	100.0 26.8 34.0 47.8 64.1	2 300 557 599 038 760 861 1 009 027 1 393 658	624 332 159 395 200 652 265 443 377 563	39 479 9 037 10 999 14 893 21 210
5161	Internet publishing and broadcasting						
	All firms 4 largest firms. 8 largest firms 20 largest firms 50 largest firms	88	6 426 755 1 723 519 2 185 863 3 070 111 4 121 671	100.0 26.8 34.0 47.8 64.1	2 300 557 599 038 760 861 1 009 027 1 393 658	624 332 159 395 200 652 265 443 377 563	39 479 9 037 10 999 14 893 21 210
51611	Internet publishing and broadcasting						
	All firms 4 largest firms. 8 largest firms 20 largest firms 50 largest firms	2 060 68 88 137 281	6 426 755 1 723 519 2 185 863 3 070 111 4 121 671	100.0 26.8 34.0 47.8 64.1	2 300 557 599 038 760 861 1 009 027 1 393 658	624 332 159 395 200 652 265 443 377 563	39 479 9 037 10 999 14 893 21 210
516110	Internet publishing and broadcasting						
	All firms 4 largest firms. 8 largest firms 20 largest firms 50 largest firms	2 060 68 88 137 281	6 426 755 1 723 519 2 185 863 3 070 111 4 121 671	100.0 26.8 34.0 47.8 64.1	2 300 557 599 038 760 861 1 009 027 1 393 658	624 332 159 395 200 652 265 443 377 563	39 479 9 037 10 999 14 893 21 210

Note: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.